

ShapingNJ Strategies

Setting	Evidence-Based Strategy
Childcare	<ol style="list-style-type: none"> 1. Require childcare and after-school programs—as a condition of licensing—to meet evidence-based standards for nutrition, physical activity and TV viewing. 2. Ensure childcare providers receive training in child nutrition, physical activity and TV time limitations.
Communities	<ol style="list-style-type: none"> 1. Develop incentives that encourage grocery stores and supermarkets to locate and offer healthy foods and beverages in underserved neighborhoods. 2. Help corner stores and bodegas acquire refrigeration and other equipment that will enable them to sell foods and beverages that are affordable and also healthy. 3. Create <i>comprehensive community food systems</i> that offer easy access to a variety of healthy foods and beverages. Such systems include farmers markets, farm stands, mobile markets, community and school gardens, urban farms and food pantries. 4. Increase opportunities in all neighborhoods for indoor and outdoor physical activity. 5. Encourage municipalities to locate schools, libraries, parks, playgrounds and other public facilities within easy walking distance from where people live. 6. Assess the local infrastructure and prioritize changes needed to turn walking and biking into safe, easy options for daily transportation. 7. Make sure walking/biking paths, playing fields, parks and other facilities for physical activity are free of danger from vehicular traffic, criminal activity and other hazards.
Healthcare	<ol style="list-style-type: none"> 1. Adopt policies and practices that comply with the World Health Organization's "Ten Steps for Successful Breastfeeding." 2. Encourage all New Jersey delivery facilities to adopt the Joint Commission's Perinatal Care Core Measure Set (which includes exclusive breast milk feeding).
Schools	<ol style="list-style-type: none"> 1. Advocate for an increased school meal subsidy that will enable schools to offer a variety of healthy foods and beverages prepared in a way that appeals to students. 2. Ensure that schools have either the capacity to prepare a variety of healthy, appealing, kid-friendly fruits and vegetables and/or the resources to purchase such foods. 3. Strengthen the state's minimum school wellness policies to include nutrition, physical activity and TV viewing. Policies should encourage local districts to place schools in locations that students can safely and easily reach on foot and by bike. 4. Support school-based wellness councils that are active in implementing school wellness policies and include community representatives as well as school representatives. 5. Ensure that all students are actively engaged in a physical education class. 6. Provide students with diverse and developmentally appropriate activities to meet individual needs and interests. 7. Provide facilities that are conducive to learning (with respect to class size, equitable space, sufficient equipment and technology and safety and cleanliness). 8. Ensure that schools provide a variety of activities that encourage students to be physically active—including recess, activity breaks and before- and after-school physical activity programs.
Worksites	<ol style="list-style-type: none"> 1. Increase the number of businesses that accommodate breastfeeding employees (using the Business Case for Breastfeeding as a resource). 2. Expand the number of New Jersey-based companies participating in the <i>Children's Food and Beverage Advertising Initiative</i>. The Initiative includes a pledge that at least 50 percent of advertising aimed at children under 12 will be about healthy food choices, and that there will be no food or beverage advertising in elementary schools. 3. Create a New Jersey-specific initiative that covers all forms of advertising and involves a wide variety of local and regional food retailers. 4. Identify and disseminate model worksite wellness programs/policies.